

HILLSBOROUGH COUNTY  
METROPOLITAN PLANNING ORGANIZATION

2035 PLAN REVISIT - INTERAGENCY WORKING GROUP  
FEBRUARY 11, 2011 (FRIDAY) AT 1:30 P.M.

HILLSBOROUGH COUNTY CENTER, 601 E. KENNEDY BLVD.  
18th FLOOR BOARD ROOM

AGENDA

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|-------|---|------|
| I.    | <u>WELCOME &amp; INTRODUCTIONS</u>  | 1:30 |
| II.   | <u>PUBLIC COMMENT</u>   | 1:35 |
| III.  | <u>PURPOSE OF 2035 PLAN REVISIT</u><br>Beth Alden, MPO Staff  | 1:45 |
| IV.   | <u>REVENUE SOURCE &amp; COST REDUCTION</u><br><u>RESEARCH ACTIVITIES</u><br>Ned Baier, Jacobs/ MPO Consultant | 2:20 |
| V.    | <u>FOCUS GROUP RESEARCH ACTIVITIES</u><br>Ben Kelly, Kenney Group/ MPO Consultant                             | 2:40 |
| VI.   | <u>ROUND ROBIN</u><br>Related research & planning by other agencies   | 3:10 |
| VII.  | <u>PUBLIC COMMENT</u>   | 3:30 |
| VIII. | <u>ADJOURNMENT</u>  | 3:45 |

*In Accordance with Title VI of the Civil Rights Act of 1964 and other nondiscrimination laws, public participation is solicited without regard to race, color, national origin, age, sex, religion, disability or family status.*

## **Hillsborough MPO Cost Affordable Plan Revisited**

While the recent sales tax referendum to improve Hillsborough County transportation projects did not pass, the reasons for its failure are many. In recent polls, the majority who voted against the measure cite the economy as a major reason. Others cite questions about the plan related to cost, available details, and equity of coverage.

As part of its mission to understand the transportation needs of the county and prepare a plan that meets the community desires, the Hillsborough MPO will revisit its Long Range Transportation Plan. In this three phase effort, staff proposes to reexamine the community values and analyze potential plan scenarios through in-depth focus group discussions with randomly selected registered voters, in addition to the extensive public engagement process it has already completed. This revised plan would be developed with an extensive **Interagency Working Group** and presented to the MPO Board in late 2011/early 2012. The Interagency Working Group should include representatives from key transportation planning and implementing agencies operating in Hillsborough County and potentially include representation from TBARTA and/or Pinellas and Pasco Counties.

Public discussion of issues will allow for detailed examination and exploration of the challenges and opportunities in eight (8) discrete geographic areas throughout the county to achieve the greatest understanding of individual area preferences. These eight areas may consist of (subject to discussion by the Interagency Working Group):

- Northwest Hillsborough County, including Carrollwood and Citrus Park
- Northeast Hillsborough County, including Temple Terrace and New Tampa
- Town & Country and Egypt Lake
- Central & East Tampa, including Downtown
- South & West Tampa, including Westshore
- Eastern Hillsborough County, including Plant City, Dover and Fishhawk Ranch
- Greater Brandon Area, including Palm River and Mango
- South Shore, including Apollo Beach, Ruskin and Sun City Center

### **PHASE 1 – ISSUES DEVELOPMENT**

**January – April 2011**

- Test findings from regional survey instruments through focus groups (February/March 2011) in eight geographic areas.
- Conduct research and prepare white paper on cost reduction and funding alternative strategies.
- Meet with Interagency Working Group before and after focus groups and white paper draft.
- Potential questions for focus groups:
  - What are the key issues facing Hillsborough County? How do these affect/are they affected by transportation?
  - If your county invested in transportation strategies to address these issues, what would you personally be willing to pay for them? Would you be more or less willing to pay for other kinds of county investments, such as schools?
  - What are the key problems with our transportation system in Hillsborough County?
  - In your geographic area, what is the number one transportation problem that should be solved or project that should be completed?

## **Hillsborough MPO Cost Affordable Plan Revisited**

- In your opinion and to your knowledge, did the November 2010 proposal to fund transportation improvements with a local sales tax address the most important concerns facing your community?
- Potential topics to be explored in white paper:
  - Commuter rail as an alternative premium transit technology; cost savings in comparison to light rail and appropriate travel markets in Hillsborough County
  - Bus rapid transit as an alternative premium transit technology; cost savings in comparison to light rail and appropriate travel markets in Hillsborough County
  - The role of public-private partnerships in a funding strategy, looking at examples in New Jersey and Denver as a potential model for Hillsborough County
  - The staging of a funding strategy, making use of gas tax or other sources in the short term to implement key projects

### **PHASE 2 – ISSUES-BASED SCENARIOS**

**May – August 2011**

- Develop 3 Draft Transportation Packages of Improvements based on Issues discovered in previous phase. Include list of projects, costs based on unit costs, and funding strategy for each.
- Conduct peer review of cost estimates (unit costs)
- Meet with Interagency Working Group before and after focus groups
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- Test Draft Networks with focus groups in eight geographic areas (June/July 2011)
- Key questions:
  - How well does each Package address your key issues?
  - What do you like/dislike about each Package? What could make each Package better?
  - Which Package (or parts of a Package) are you willing to pay for?
  - What would you like to know more about (modes, alignments, etc.) to make an informed decision about paying for these improvements?

### **PHASE 3 – HYBRID SCENARIO**

**September – December 2011**

- Develop Hybrid Package. Include list of projects, costs based on unit costs, and funding strategy.
- Conduct peer review of cost estimates
- Meet with Interagency Working Group before and after focus groups
- Test Hybrid Network with focus groups in eight geographic areas (Oct 2011)
- Key questions:
  - How well does this Package solve your key issues?
  - What do you like/dislike about this Package? What could make this Package better?
  - Which parts of the Package are you willing to pay for?
  - What would you like to know more about (modes, alignments, etc.) to make an informed decision about paying for these improvements?

## Memorandum

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**Date** February 4, 2011

**To** Beth Alden, AICP Multi-Modal Systems Manager- Hillsborough County MPO

**From** Ned Baier, AICP Senior Project Manager- JACOBS

**Subject** Topics for Interagency Working Group

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Described below is a list of topics for cost and revenue research to be conducted in the Revised Cost Affordable Plan Phase 1 Analysis assigned to JACOBS. The list is based on the scope of work and discussions with MPO staff. This list of topics should be presented to the Interagency Working Group for review, comment and concurrence.

### **COST REDUCTION STRATEGIES/TOPICS**

**GOAL: Determine what strategies should be explored to reduce costs of MPO LRTP**

**IWG Discussion: What other strategies should be examined? Are there any on the list that shouldn't? Are any partner agencies already looking at these options?**

1. Prioritization Strategies  
Incremental approaches to achieving LRTP Vision
  - Focus on 25 most congested areas – roadway segments
2. Lower Cost Transit Technologies  
Propose technologies to create lower cost alternative transit strategies on existing transit corridors identified in the MPO LRTP
  - Commuter Rail
  - Streetcar
  - Potential for Bus Rapid Transit
  - Potential for Managed Lanes
  - Bus use of HOV/HOT lanes
  - Bus shoulder lanes
3. Potential lower cost transportation improvements  
Explore congestion reduction options with minimal costs or revenue generation
  - Intersections improvements (increasing signal time, reducing left turns)
  - Alternatives to left turns (Michigan U-turn concept, flyover toll lane concept)

# Memorandum *(continued)*

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## REVENUE STRATEGIES

**GOAL:** Explore alternative revenue options that may be publicly acceptable for solving transportation needs

**IWG Discussion:** Are there additional options that should be explored? Are there any specific characteristics of each source that need to be accounted for (such as sunset for sales tax, applicable examples of successful PPPs)? Are any partner agencies already looking at these options?

Research would include potential revenue generated from each source, potential barriers to use and eligible expenses and coordinated with work underway by Hillsborough County (Attorney's office).

- Sales Tax (1/2 cent)
- Gas Tax
- Community Investment Tax
- Rental Car Surtax
- HART Property Tax
- Fares
- Impact Fees
- Mobility Fees
- Concurrency
- Multi-Modal Transportation Districts
- Special Assessment Districts
- Public Private Partnerships (PPP)
- Private
- Tolling
- Bus Toll Lanes
- State
- Federal

## PUBLIC OPINION RESEARCH

**GOAL:** Maximize resources and information sharing

**IWG Discussion:** What recent public opinion research could inform the MPO Focus Group effort and not duplicate efforts? Will your agency share any research recently completed?

Public opinion research that should be leveraged to maximize focus group effort:

- HART Public Awareness Survey
- Planning Commission Quality of Life Survey
- Hillsborough County Research
- Tampa Bay Partnership
- TBARTA Survey, November 2010
- High Speed Rail (Cost vs. Time Savings) Research

**HILLSBOROUGH COUNTY METROPOLITAN PLANNING ORGANIZATION  
INTERAGENCY WORKING GROUP**

**2035 LONG RANGE TRANSPORTATION PLAN REVISIT**

.	<p><b>Hillsborough County</b> Ms. Lucia Garsys Hillsborough County Administrator's Office 601 E. Kennedy Blvd., 26<sup>th</sup> fl Tampa, FL 33602 Telephone (813) 272-5750 Alternates: Robert Campbell, Mike Williams</p>
.	<p><b>City of Plant City</b> Mr. Greg Horwedel (invited) Plant City Manager P. O. Drawer C Plant City, Florida 33564 (813) 659-4200</p>
.	<p><b>Hillsborough Area Regional Transit</b> Ms. Mary Shavaliar HART Planning 1207 E. 7<sup>th</sup> Avenue Tampa, FL 33605 Telephone (813) 223-6831 Alternate: Tim Palermo, Katherine Eagan</p>
.	<p><b>Hillsborough County Aviation Authority</b> Ms. Nadine Jones Airport Planning P.O. Box 22287 Tampa, FL 33607 Telephone (813) 870-8790</p>
.	<p><b>Florida Department of Transportation</b> Mr. Ming Gao District 7 Intermodal Systems Development 11201 N. McKinley Drive Tampa, FL 3361 Telephone (813) 975-6000 Alternates: Janille Smith-Colin, Lee Royal</p>

.	<p><b>City of Tampa</b> Ms. Jean Dorzback Tampa Transportation Division 306 E. Jackson St, 3<sup>rd</sup> fl Tampa, FL 34602 Telephone (813) 274-8333 Alternate: Ben Money</p>
.	<p><b>City of Temple Terrace</b> Mr. Charles Stephenson Temple Terrace Community Development 11250 N. 56<sup>th</sup> St Temple Terrace, FL 33617 Telephone (813) 506-6400 Alternate: Brad Parrish</p>
.	<p><b>Tampa-Hillsborough Co. Exwy. Authority</b> Ms. Susan Chrzan Expressway Authority Communications 1104 E. Twiggs St. 3<sup>rd</sup> floor Tampa, FL 33602 Telephone (813) 272-6740</p>
.	<p><b>Tampa Port Authority</b> Mr. Ram Kancharla Port Authority Planning &amp; Economics 1101 Channelside Drive Tampa, FL 33622 Telephone (813) 905-7678 Alternate: Wade Elliott</p>
.	<p><b>Hillsborough Co. City-County Planning Commission</b> Mr. Robert Hunter 601 E. Kennedy Boulevard, 18<sup>th</sup> Floor Tampa, FL 33602 Telephone (813) 272-5940 Alternates: Melissa Zornitta, Steve Griffin</p>

.	<p><b>Hillsborough County School District</b>  Ms. Lorraine Duffy Suarez (invited)  Growth Management &amp; Planning  901 East Kennedy Boulevard  Tampa, Florida 33602  (813) 272-4000  Alternate: David Borisenko</p>
.	<p><b>Hillsborough County Environmental Protection Commission</b>  Mr. Reginald Sanford  Hillsborough County EPC  3629 Queen Palm Dr.  Tampa, FL 33619  Telephone (813) 627-2600</p>
.	<p><b>Tampa Bay Area Regional Transportation Authority (TBARTA)</b>  Mr. Robert Clifford  3802 Spectrum Blvd., Suite 302  Tampa, FL 33612  Telephone 813-282-8200  Alternate: Michelle Greene</p>
.	<p><b>Tampa Bay Regional Planning Council</b>  Mr. Avera Wynne  4000 Gateway Centre Blvd., Suite 100  Pinellas Park, FL 33782  Telephone (727) 570-5151  Alternate:</p>
.	<p><b>Tampa Bay Partnership</b>  Mr. Stuart Rogel  4300 W. Cypress Street, #250  Tampa, FL 33607  Telephone (800) 556-9316  Alternate: Kim Pierce</p>
.	<p><b>Pasco County MPO</b>  Mr. James Edwards  7530 Little Road, Suite 320  New Port Richey, FL 34654  Telephone (727) 847-8140</p>
.	<p><b>Pinellas County MPO</b>  Mr. Brian Smith  600 Cleveland Street, Suite 750  Clearwater, FL 33755  Telephone (727) 464-8200  Alternate: Sarah Ward</p>
.	<p><b>Hillsborough County MPO</b>  Mr. Ray Chiaramonte  601 E. Kennedy Blvd., Suite 1800  Tampa, FL 33602  Telephone (813) 272-5940  Alternate: Beth Alden</p>